

The Main Street Approach® to  
Commercial District Revitalization  
**PROMOTION COMMITTEE  
OVERVIEW**

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**Sr. Program Officer**  
National Trust Main Street Center




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**Four-Point Approach**

- **Organization**- getting everyone working toward the same vision for downtown
- **Design**-getting downtown into top physical shape
- **Economic Restructuring** - getting downtown businesses healthier
- **Promotion**- getting more people to visit your downtown

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**All 4 Points of Main Street help  
promote downtown:**

**ORGANIZATION**  
Developing partnerships throughout the community builds support for the district.

**DESIGN**  
People enjoy shopping, working, living & relaxing in attractive, unique environments.

**ECONOMIC RESTRUCTURING**  
An improved business district provides more goods & services to attract people downtown.




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## Types of Downtown Promotions



- **Image campaigns** accentuate the positives, dispel the negatives
- **Business promotions** generate immediate sales of the goods and services offered downtown
- **Special events** generate traffic, activity and positive experiences in the downtown
- **Tourism campaigns** Market to a larger audience to bring a regular stream of visitors from outside the community to the downtown. May impact some downtowns much greater than others. Tourism or visitor campaigns cross all three areas above

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## The Job of the Promotion Committee



- Understand the changing market -- both potential shopper and your competition
- Identify the district's assets -- including people, buildings, heritage, and institutions
- Define Main Street's market niche - it's unique "position" in the marketplace
- Create NEW image campaigns, retail promotions and special events to lure people back to the district

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## Promotion Committee Composition



- \* Merchants/other business owners
- \* Chamber members/staff
- \* Civic groups, especially arts related ones
- \* Marketing/ad professionals and teachers
- \* Tourism people
- \* Graphic designers/artists
- \* Media: reporters & editors
- \* Residents
- \* People who want to plan and do something fun and creative

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### Do public spaces impact image?



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### Do these?



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### Do Buildings Impact Image?



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Do these?




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Do Businesses Impact Image?




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Businesses also impact image




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## Four Main Areas of Promotion

- Image:** •Attracting people by influencing attitudes and action
- Retail:** •Attracting people to shop and spend in the district
- Special Events:** •Attracting people to come to Downtown to expose them to what downtown has to offer
- Tourism:** •Attracting people to explore a new shopping district

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## Four Main Areas of Promotion

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## What Influences Your Downtown's Image?



- Physical Attributes**
- Building Stock
  - Public Spaces
- Types of Goods and Services**
- Quantity of Businesses
  - Mix of Businesses
- Attitudes**
- Safety, Friendly, Quality
- How People Use the District**
- Work, Shop, Live, Visit
- How You Program the District**
- Activities, Marketing

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## Creating an Image

1. Identify Downtown's Assets
2. Collect Market Data
3. Survey Consumers
4. Analyze Data
5. Match Assets with Market Niches
6. Develop Position statement and market strategy
7. Design a Graphic Image




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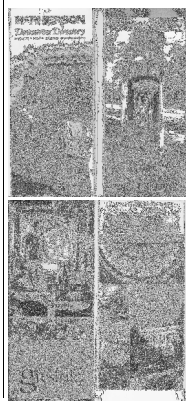
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## Image Promotion



- Promote a positive feature of the district to improve the overall image
- Can be:
  - Ad campaigns
  - collateral materials
  - media relations

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## Image Through Slogans




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## Using your image and slogan in many ways




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## Improving a image




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## Long Term Image Campaign Success

- Quality copy and graphics
- Repeated exposure in various sources
- Events that are creative not necessarily expensive
- A consistent message over time




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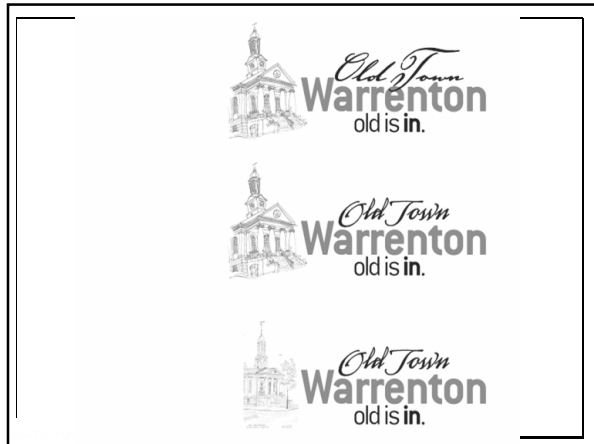
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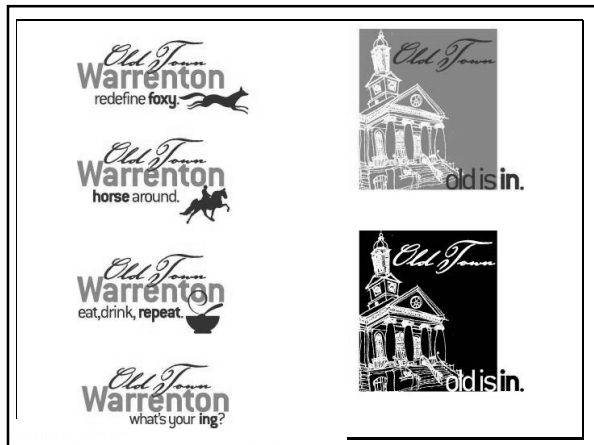
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aged to perfection.



With over a fifty specialty shops and restaurants and more on the way, Old Town Warrenton is the "it" place to be. Old Town is the most diverse shopping and dining destination in Clatsop County and our shops offer something for everyone from fresh baked bread and fine wine to jewelry and gifts. We invite you to browse our shops in person and online at [www.historywarrenton.org](http://www.historywarrenton.org). Come explore why Warrenton is the place where old is in.

*Old Town*  
**Warrenton**  
old is in.

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redefine foxy.



Find what your Hunting For in...

*Old Town*  
**Warrenton**  
old is in.

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*Old Town*  
**Warrenton**  
old is in.

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## Logo System




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## Logo System




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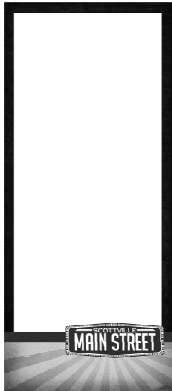
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# Small Template



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# Events Handbill



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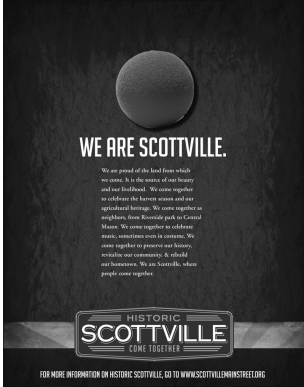
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## Websites




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## FaceBook




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## Featured stories on Website




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## Image Building Events




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## Retail/Business Events




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## Target Marketing



- Shotgun v. Rifle Approach
- Design Events Based on Target Market
- Get information from your ER Committee:
  - Market analysis data
  - Businesses surveys
  - Zip code/telephone surveys
  - Focus groups
  - Customer surveys

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## Retail and Business Promotions



Sidewalk Sales aren't what they used to be in many communities but can still be successful

**Evanston Super Sidewalk**

When you're in Evanston, don't forget to check out the Sidewalk Sale. It's a great way to get a deal on a variety of goods and services.




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## Three Categories of Business Promotions

- **Cooperative promotions** "sell" businesses in the same category (competitive cluster)
  - **Cross-business promotions** "sell" businesses with complimentary goods and services
  - **Niche promotions** focus on the consumer group (including visitors) rather than the goods and services
- +
- **Individual Business Promotions**




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## Special Events

- Are not focused on ringing cash registers during the event (although they sometimes have that added benefit)
- Special events often lead to future sales when attendees have a positive experience admiring window displays, browsing open shops, and chatting with friendly shopkeepers.
- Unique assets: outhouse races, giant pumpkins, SputnikFest




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## Special Events/Festivals:



- **Should:**
  - attract people
  - acquaint them with district
  - present a "warm fuzzy" about the district
  - result in *eventual* sales
- **Can be built around:**
  - Social activity
  - Heritage
  - Holidays
- **Should highlight assets, unusual features**

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## How to Develop Your Own Creative Promotions for Main Street



- Give Yourself Time!
- Make It Relaxed!
- Bring New Faces!
- Stir Creative Juices
- Orchestrate the Performance!




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## Five Festival Essentials

- *Music*
- *Food*
- *Overlapping Activities*
- *Activities for All Ages*
- *Something Free*




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## Develop Partnerships

They provide:

- Assistance in Planning
- Enhancing events with activities
- Fundraising Opportunity
- Community Involvement
- Volunteer Army

- Assistance in Planning
- Enhancing events with activities
- Fundraising Opportunity
- Community Involvement
- Volunteer Army



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## Community Heritage and Diversity




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## Community History

*What are your assets worthy of promoting?*



Lockport, NY



Warrenton, VA

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## Celebrating Downtowns' History




**Secret Spaces, Historic Places**

Autumnal landscapes for  
The Heart of Burlington

June 6th  
10am - 4pm  
Downtown  
Free  
Admission



**Farmington Area  
Founders Festival**



**THE PAST PASSED HERE**

1st Annual Historic Farmington  
Week Celebration  
May 2008  
Historic Downtown Openings July 1st



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## Build on Existing Events

What events exist that you can tie into?



**Main Street Burlington  
Scarecrow Competition**

Grand Prize: \$200

Free Fee  
1st Place: \$200  
2nd Place: \$100  
3rd Place: \$50





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## Weekly Events

### Concerts and Farmer's Markets











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## Farmer's Market Kickoff




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## Pirate Festival

Damariscotta, ME




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## Special Events

- Be Creative
- Sometimes events are a one-time opportunity
- Keep events exciting by changing them each year
- Document everything




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## Holidays offer opportunities for a variety of promotions




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## Volunteers Wanted/Needed




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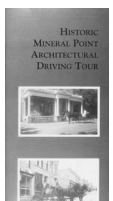
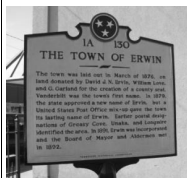
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## Tourism Campaigns

- Identify What's Worth seeing
- Walking and Driving Tours
- Regional advertising
- Product/Experience Tourists
- Bus Tours
- New Releases




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## Attracting over 1 Million People




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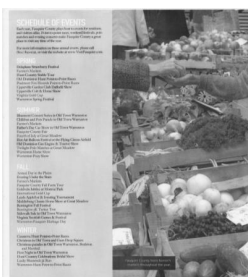
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## Developing Your Promotion Calendar



### Steps

- Identifying current assets & position
- Identifying target markets
- Establish promotion objectives
- Establish overall strategy/calendar
- Publish or post the calendar
- Design individual events
- Implement
- Evaluate

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## Scheduling Promotional Events




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## Remember a Promotion Must:

- Drive traffic
- Drive sales
- Drive publicity
- Drive fundraising

*If a promotion doesn't meet one or more of these criteria...don't do it!*

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## Principles of Promotion

- Comprehensive strategy
- Incremental steps
- Self-help
- Partnerships
- Unique downtown assets
- High standard of quality
- Changes in attitude and practice
- Implementation




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## Quality graphics – working in conjunction with other committees




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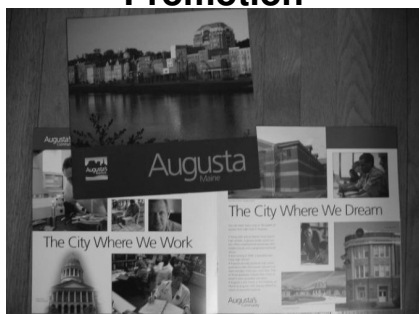
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## Economic Restructuring and Promotion




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## Design and Promotion




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## Organization and Promotion

- Sponsorships
- Gate/Ticket Receipts
- Vendor/exhibitor fees
- Food & Beverage Concessions
- Raffles/auctions
- Merchandise Sales
- Advertising
- Government Support/ Grants
- Donations
- Special Fundraisers




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## Break




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## Promotion Committee Fundraising Responsibilities

- Create revenue generating events
- Find sponsors for events
- Include administrative costs in budgets for all projects, including advertising




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## Event Funding

- What's working for you? Why?
- What's not working? Why?




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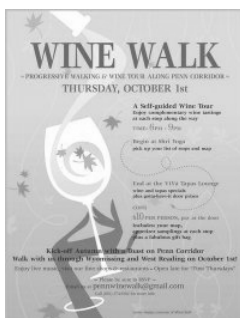
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## Wine Walks and Businesses



- Charging for glasses (admission) and get a sponsor for the glasses
- Build the budget for participation, then seek in-kind donations




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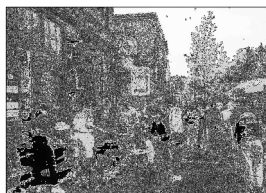
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## How Much Do Your Events Cost?



- In staff time?
- In volunteer time?
- In city time?
- In real dollars?
- In reputation?

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## Special Events and Funding

### • Revenue Generators

### • Sources of Event Funding:

- admissions
- activity fees
- booth fees
- entry fees
- merchandise sales
- raffles
- sponsorships
- donations




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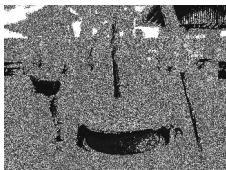
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## How to Make More Money from Events

- 82 year old event
- Donations for soup
- Selling soup bowls
- Donated raffle prizes
- Kids games
- Burgers and brats for sale after soup runs out
- Popcorn, cotton candy
- Major raffle
- Silent Auction




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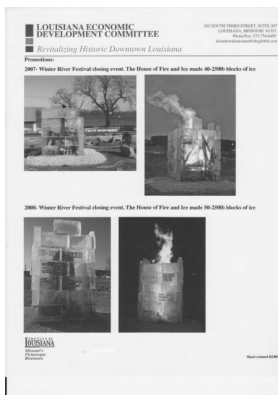
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## Sponsorships

### • Find a way to meet the potential sponsor's needs

- Exposure to targeted audiences
- General visibility
- Affiliation with your group
- Mending fences




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## Special Events & Service Business Sponsors

Service businesses may benefit by the positive public relations and goodwill that can come from sponsoring elements of a special event

- There needs to be a good match between the business and the element and if the sponsorship is visible.
- Businesses should demand and Main Street programs should provide clear sponsorship benefits:
  - event naming rights
  - the business name and logo in all event print ads
  - the business name and logo in signage at the event
  - the business name mentioned during radio ads and in announcements at the event
  - an opportunity for a representative to say a few words at the event.

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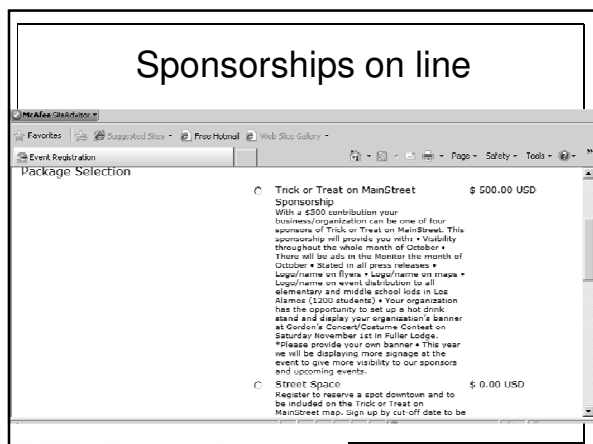
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## Sponsorship Pitch

A case study from Biddeford, ME

**Become a Sponsor for the 5th Annual Chalk on the Walk!**

The Chalk on the Walk will be held on September 26, 2009 throughout downtown Biddeford. The fastest growing event in our downtown welcomes families, artists of all skill levels and the entire community for a day of fun filled entertainment, food, art, music and a chance to stroll around the streets our historic downtown.

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## Sidewalk Chalk-on-the Walk Sponsors

**You can be a sponsor!**

Each year we rely on local businesses to help sponsor this event. For \$100 you can buy a square to advertise your business and commitment to our community. As a sponsor you can be the artist, arrange for an artist you know to design your square, or we can match you with one of our volunteer artists. You and/or your artist supply the idea and talent for your chalk art and Heart of Biddeford supplies the chalk!

**Want to be a Lead Sponsor?**

We are looking for businesses to host kids activities and other exciting programming all over the city on the day of the festival. \$1000, \$2,500 or \$5,000 sponsorships are available and provide a great way to connect with the community while marketing your business.

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## Why Become a Sponsor? Biddeford Chalk-on-the-Walk Art



- Excellent publicity at a very well attended event
- Send a team of employees into the community for a fun filled day
- Give a square to a good customer
- Donate to a class for kids to use
- Support local artists
- Stimulate the creative culture downtown
- Good hearted competition among downtown enthusiasts
- Use your chalk image in promotional materials for your business
- Give the hundreds of festival attendees a chance to stop in front of your storefront and take note!

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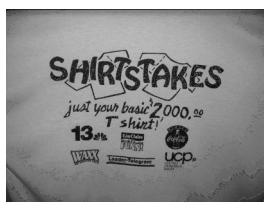
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## Shirtstakes -- Unique Raffle



**T-Shirt Front**  
Promotes the Festival



**Each T-shirt has a raffle ticket attached to the collar tag.**  
Drawing day of the festival.

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## Get Ready for an Xtreme Fundraiser

**Over the Edge**  
[www.overthedge.com](http://www.overthedge.com)



Participants must raise  
\$1,000 each (\$41 per floor)  
to rappel down the side of  
a building

**PR Opportunity – Fantastic**  
Unique addition to an event




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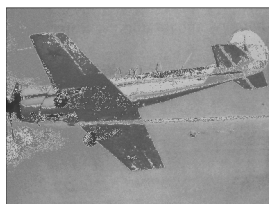
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## It started out as a Pumpkin Drop



**Grown into:**  
Giant Pumpkin Races  
Pumpkin float  
Vendors (increased)  
Doubling attendance  
Media attention




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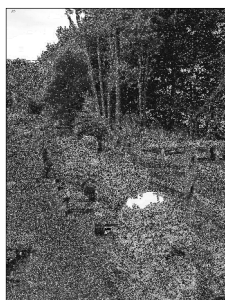
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## Fall Festivals



- Main Street selling food and beverages (cider, apple pie, apple crisp) + vendors
- Scarecrow making
- Pumpkin sales
- Pumpkin carving and painting
- Raffles
- Pumpkin Boutique
- Talent show (Town Hall)
- Haunted forest
- Quilt show
- Three days

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## Sponsorships

What you will need

- Quantification of impressions
- Offerings
- Good negotiating skills
- Detailed and early information – one year in advance is not too soon




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# Break

A black and white photograph of a dog resting on a mat in a break room. The room has brick walls, a lattice partition, and a sign that reads "Barkside Barbers & Cafe". A power cord is plugged into a wall outlet.

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## Retail/Business Promotions That Work



- Making the cash registers ring and/or bringing in new clients
- Focused in the stores, not out on the street
- Planned by businesses
- Paid for by businesses

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## Why Should Downtowns have Coordinated Retail Promotions?



- Businesses need help making more money!
- Promoting together generates more excitement
- Cost effective
- Highlights the variety of downtown businesses
- Helps to develop new or strengthen connections to customers
- Targeting customers makes for more effective advertising

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## Shop Local, Authentic, Unique....




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## Shop Your Ath Off At This Local Business Athens, GA








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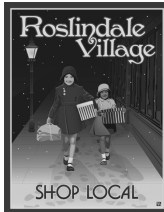
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## Reminders of why shopping local is worthwhile

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## Why Buy Local?

Free ads at [www.AMIBA.net](http://www.AMIBA.net)


- Building Community** The casual encounter you enjoy at neighborhood-scaled businesses and public spaces around them build relationships and community cohesiveness. They are the ultimate social networking sites.
- Strengthen Local Economy** Each dollar you spend at an independent business returns more than 3 times as much money to the local economy, than spent at a chain — a benefit we can call bank on!

GIVE A GIFT TO  
YOUR COMMUNITY

Every dollar you spend at an independent local business creates 3 1/3 times more local economic benefit than dollars spent at a chain.

**GO LOCAL!**

Visit [www.AMIBA.net](http://www.AMIBA.net) for more reasons to GO LOCAL and how to support independent business!



- Enhance Choices** A wide variety of independent business, each serving their customers' tastes, creates greater overall choices for all of us.

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## Shop Local and Be Open

[www.the350project.net](http://www.the350project.net)

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## Supporting Each Other and Working Together

### Shop Local Campaigns

Don't try to shame  
people into shopping  
downtown.

But do educate them  
and continue to work  
toward a downtown  
that they will want to  
patronize.




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## Individual Businesses Promoting Shop Local

Collierville, TN



### REWARD for Main Street Shoppers!

- Today more than ever, it is important to support your local businesses. Shopping local benefits everyone. You can feel good about your purchase on the square. You'll feel even better when we reward you with a 10% discount on your entire order at Square Beans! Just show your receipt from one of the Main Street Merchants (same day).

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## Collect Customer information

Lansing, MI

The Soup Spoon is compiling email addresses.....

To notify customers of menu changes, upcoming special events, offer in house coupons, or an occasional recipe.

We will never share your information without your consent and you can opt out, discontinue our emails at any time!

Evaluation on the back

**Collect 5 things:** email address, birthday, anniversary, and zip code

## We invite you to fall in love with Downtown Geneva!

### Fall in Love Promotion

It's Simple - Enter to Win! Join the **GENEVA EVENTS** email list between January 18 - February 28 and you'll automatically be entered to win great prizes from downtown Geneva businesses.

Simply complete a registration form at a participating business or print out the **Registration Form** here and bring it in to a participating merchant.

Prizes include **\$50 gift certificates** to downtown Geneva stores, lunch or **dinner for two**, or an **overnight stay**.



## Direct Marketing via Email

Lee's Summit, MO



Downtown Lee's Summit  
Main Street, Inc.  
800 1st Street  
Lee's Summit, MO 64063

- Emailed businesses seeking participants
- 20% off at 25 businesses
- Print your own coupon
- Can be reused at more than one business
- Good for four weeks Feb/March
- Businesses were encouraged to email to their contacts too



## Shop Downtown

Lee's Summit



### Additionally:

12,844 postcards were direct mailed from names collected at events, from merchants, and a purchased list.

\$3,850 cost, paid for by the Downtown Lee's Summit Master plan Implementation

High quality ,marketing piece

## Individual Business Promotion

by the Main Street Organization

- Immediate impact



**Downtown Ferndale "Everything Must Go" sign in John King Books. No -- NOT going out of business! "I just want to sell EVERYTHING in the store" said manager Jason Schusterbauer. He's serious. EVERYTHING in the store is 20% off...for a while.**

30 minutes ago · Comment · Like

2 people like this.

**Juston Mansfield** Funny, I walked past and freaked out too.  
12 minutes ago · Like

Write a comment...

## Image and Business Promotion

"There's someone to shop for in Port Townsend this Christmas"

A Port Townsend Christmas

*Shopping. And a Whole Lot More*

Created to project a unified image of Port Townsend's historic district for the holiday shopping season



## Each ad tells a different story

[illegible][illegible]

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All of your relatives have just arrived for a visit on the same weekend...



Just Mabel's arrived with her pet tank on empty, a bald live owl can't breathe... no problem!

(D.D. Saint, Rashed, Choudhry, Bob Carver, Co. Auto Supply, Heli's Trains, Alibi, John's, Fennel and Woodard, Lewis, Fred, Joe, Machine, Noreen Auto Parts, Northern Tire, Nugent Miller, Phil Quig, Robinson's Repair, Tyler's Body Shop)

Granny wants to update her insurance, check on her taxes and get some legal advice... no problem!

(J. & J. Davis Insurance, Collins Insurance, Elder's Agency, Hargrave Management, Don S. Sholl Accounting, R.B. & V. Tax and Accounting Service, Russell & DeAngelo, Woychik & King)

And you don't have a bedroom left and need a place to stay... no problem!

(Grainfield Country Club, Grainfield House Motel, Dismal Point Motel, North View, Northern Comfort Motel, Mumukh Puri's, Minnaback Bed & Breakfast, Berns With a View)

It's all right here in

**COLEBORO**  
Convenience • Service • Price  
Center of the Great North Woods

This ad prepared by the CEDS, Main Street Project

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[illegible][illegible][illegible]

Christmas shopping's ahead  
and Ames has closed...

Don't panic!

Shop Colebrook!!!

You name it...we've got it!!!

It's all right here in  
**COLEBROOK**  
Convenience • Service • Price  
Center of the Coast North Wind

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## Problems with Store Hours?




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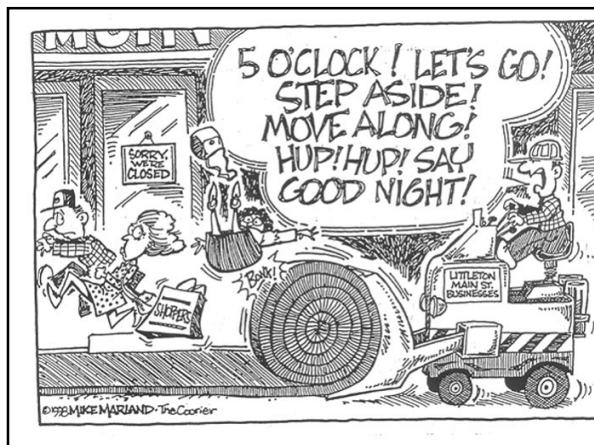
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## Promoting Evening and Sunday Hours




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## OPEN SIGNS

**WE'RE SO SORRY WE MISSED YOU**

**STORE HOURS**  
**N-Sat- 10AM-6PM**  
**SUN 1-6PM**

**HISTORIC SCOTTVILLE**  
COME TASTE IT

**OPEN**

**COME IN & JOIN US**

**STORE HOURS**  
**N-Sat- 10AM-6PM**  
**SUN 1-6PM**

**HISTORIC SCOTTVILLE**  
COME TASTE IT

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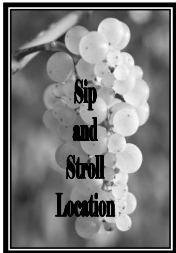
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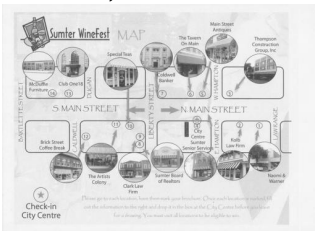
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### Sip and Stroll

Sumter, SC



- Tickets sold for \$20 (wine food and entertainment)
- Retailers and service businesses included (16)
- 100% renewal by participants for two years
- Held mid-November

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## Chocolate Walk

Cambridge, OH



- Kick off for a Dickens of a Christmas, following a reception
- 200 tickets sold for a downtown chocolate walk
- 28 of 40 businesses participated, providing 200 pieces of candy
- Lessons learned: sales came after the evening event and they needed bigger bags for everyone to collect their chocolates




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## Summer Santa Bucks

Washington, MO



- Six week promotion mid-June thru July
- \$5.00 Off Coupon good toward a \$25 purchase
- Cost \$15 per business
- 20 businesses

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### Petoskey, MI

- A Shopping FUNdraiser for the Crooked Tree Arts Center
- A day of shopping, dining and enjoying the amenities without worrying about sand traps or water hazards
- Gift bags from merchants
- Participants record purchases on golf score card




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## Shopping Scramble

Petoskey, MI



**Businesses are encouraged to have golf related specials:**

Bloody Mary Tee off, Chocolate Hole, Putt a hole in one and win a discount, chair massage, special drawings, free gifts, etc.

Mailings to go member of the Arts Center




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## 19<sup>th</sup> Hole of the Shopping Scramble

### Prizes for:

Closest to the pin (preset \$\$)

Hole in one (who spends the most)

L Longest Drive



Registration ~ Shop 'Till You Drop



19th Hole Winner

## Girl's Night Out

### Girls' Night Out – Sass in the City!



Thursday, Oct. 7, 5-9 pm

**Sass in the City.** This Girls' Night Out, ladies are encouraged to don their dresses and heels, dress their best and go glam for the night! Participating merchants will provide upscale experiences for their guests. Ladies can expect everything from in-store entertainment to flowers – we're pulling out all the stops! Additionally, there will be free limo rides around town and the Tonawanda Brigade gentlemen will be on-hand to assist with opening doors, carrying purchases or holding umbrellas. So grab your best girlfriends, dress to impress and shop 'til you drop in Downtown Rochester!



Girls' Night Out is presented by The Oakland Press and sponsored by Gus O'Connor's, Rochester Limousine and President Toyota of Rochester, with special guests, the Oakland University Baseball



## Holidays Promotion Essential

- Extended Hours
- Coop Ads
- Themed Events
- Common Image
- In-store "experience" shopping
- Open Houses
- Outstanding Customer Service



Burlington, VT

## Snowball/Ping-Pong Ball Drop

Augusta, KS & Sister Bay, WI



- Merchants write specials/gifts on balls
- One gold ball with \$100 downtown \$\$
- Red balls = free turkeys
- Fire department drops balls to adults and children
- 50 year tradition
- In conjunction with Santa's arrival
- Sister Bay, WI Drops from helicopter - 10,000 annually

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## Earlier Than the Bird

Livermore, CA



**Held the Saturday before Thanksgiving.**

Downtown Livermore's gift shops and boutiques will be open and ready to serve you from **7am-10am** with special deals, offers and treats...think coffee, pastries and mimosas!!!

*Special prizes given to those still wearing their pajamas!!!*

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## Midnight Merriment Always the first Friday in December

Concord, NH ...




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## Targeting Men

- Newspaper ad – Christmas List
- Encourages the woman, mom, sister, etc. to complete and give to the men in their lives.
- Beverages and snacks
- Free gift wrapping
- Free shipping
- Activities for men, drawing for "guy" prizes




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## Looking for the perfect gift? Downtown gift certificates

Rochester, MI and  
Libertyville, IL



"A very distinct pattern has emerged in that **almost 70% of our gift certificate recipients are new customers** to a redeeming store / restaurant. It is almost as if it is not "real money", so they will experiment with it on a new place.

"Merchants have been very, very successful in capturing that new customer for return visits, with as much as an **80% return rate**

"It is not easy introducing new faces to their stores, and this program does it."

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## Cross Promotions



*What niches do you have in your Downtown?*

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## Bridal/Wedding Niche?



*Spring 2009*



- Bridal Gowns
- Tux Shop
- Florist
- Photographer
- Caterer
- Wedding Planner
- Hotels, motels, and inns
- Banquet Space
- Printers
- Party Supplies
- Dry Cleaners
- Travel Agent?
- Insurance Companies
- Salons/Spas
- Liquor/Wine store
- Gift shops

## Art Walks



## Restaurants Promotions



Lots of YUM for a Little \$UM!  
March 30th thru April 3rd



## Include Service Businesses

### Baltimore's Belair-Edison Neighborhood



- The annual **Bel-“Hair”** Back-to-School Festival in Baltimore's Belair-Edison Neighborhood features local hair salons that put on an incredible hairstyle show to model the latest fall fashions and showcase this important service business cluster. School supplies are given away to participating schools.

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## The Healthy Main Streets *Healthy Holidays* Boston, MA

Encourage residents of all ages to explore their local commercial districts, while challenging them to put **healthy living habits** into practice during a time of the year when it is most challenging.



- Brochure with businesses they must visit in order to win.
- Info on how each business might be useful in helping to keep them and their families healthy over the holidays.
- Receive a snowflake stamp on their pamphlet, an ingredient used in making something holiday related (for example gum drops for a gingerbread man or marshmallows for hot chocolate), and a coupon for a 10% discount to the given business.

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## Targeting a specific market Niche Promotions

# GET UP DOWNTOWN

Thursday, September 25th  
6-9pm @ Jorgensen's Cafe

Target ~ College Students

Target ~ Alumni




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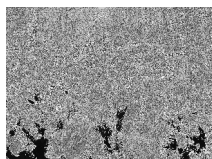
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## Other Niche Target Groups

- Downtown Employees
- Tourists/Visitors
- Senior Citizens
- Students
- Govt. employees
- Day-trippers/bus tours
- Nearby major employers
- Who else?




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## Green Living



### Green Living Promotion

- Hardware
- Home Furnishing
- Engineers/Architects
- Builders/Contractors
- Health Foods
- Gift Stores
- Coffee Shops
- City – recycling

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## Experience Retailing




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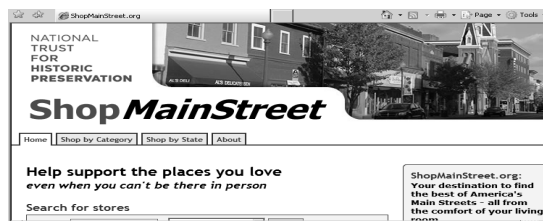
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## www.shopmainstreet.org

Welcome to ShopMainStreet.org, your source to find the best of America's Main Streets - all from the comfort of your living room. Find one-of-a-kind gifts while you help support the local independent businesses and Main Streets you love.




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## Engaging Merchants and Business Owners with Retail Events



- Communicate
- Learn about their businesses
- Invite them to the table to determine what promotions they will support
- Seek input/ideas on other promotions
- Empower them
- Educate

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## Retail and Special Events



**It's not Main Streets' job** to make people spend money at your downtown businesses.

**It is Main Streets' job to:**

- ✓ attract people
- ✓ communicate and offer marketing opportunities
- ✓ provide ideas on how to take advantage of special events
- ✓ Listen to input from businesses

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## Special Events and Retailing

- Are not focused on ringing cash registers during the event (although they sometimes have that added benefit)
- Special events often lead to future sales when attendees have a positive experience admiring window displays, browsing open shops, and chatting with friendly shopkeepers
- Suggest to businesses having in-store promotions to those in town for a special event. Free Popcorn, coupons, a freebie item with the store's name and hour, etc.



The Popcorn Board

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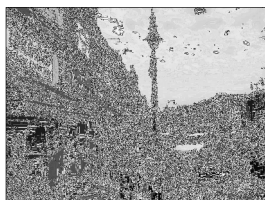
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## Evaluating Retail Sales and Business Impact

- Sales or customer call increases?
- Are customers returning?
- Guest Books (was information collected?)
- How many email addresses were collected
- Contest Entry Forms
- Coupons Returned
- What's the buzz – are businesses happy?




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## Have Fun Promoting Downtown!

Kathy La Plante, Program Officer  
National Trust Main Street Center  
202-297-2893

Kathy\_LaPlante@nthp.org  
www.mainstreet.org  
www.preservationnation.org

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